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Application No. 09/921,107  
Amendment dated July 10, 2008  
Reply to Office Action of January 10, 2008

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-6 (cancelled).

7. (currently amended) A system for controlling access to digital media content, the system comprising:

a database for storing main accounts and sub-accounts required to access the digital media content, at least one of said main accounts being linked to at least one of said sub-accounts, said database including demographic information for a user of at least one of said main accounts and a user of at least one of said sub-accounts; and

a computer processor programmed to selectively restrict access to the digital media content by said main accounts and said sub-accounts, said computer processor being programmed to permit at least one of said main accounts to control access to the digital media content available to said at least one of said main accounts and one or more sub-accounts associated with said at least one of said main accounts, said computer processor being programmed to group users of the main accounts and users of the sub-accounts into at least one grouping of account users, the users in the at least one grouping having at least one demographic characteristic in common, said computer processor being programmed to make available the digital media content to at least one of said main accounts based on the grouping of the user of the at least one of said main accounts and to make available the digital media content to at least one of said sub-accounts based on the demographic information grouping of the users-user of the at least one of said ~~main accounts and said sub-accounts~~.

8. (original) The system of claim 7, wherein said processor restricts access to the digital media content according to selected spending limits.

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9. (original) The system of claim 7, wherein said processor restricts access to the digital media content according to a type of content.
10. (original) The system of claim 7, wherein said processor restricts access to the digital media content in accordance with a rating system.
11. (original) The system of claim 7, wherein said processor restricts access to the digital media content according to viewing times.
12. (previously presented) The system of claim 7, wherein said processor is programmed to permit the user of at least one of said main accounts to selectively restrict access to at least one of said sub-accounts linked to the main account.
13. (previously presented) The system of claim 7, wherein said processor is adapted to generate a report of the spending habits of the users using the accounts.
14. (previously presented) The system of claim 7, wherein said processor is adapted to generate a report of the viewing habits of the users using the accounts.

Claims 15-18 (cancelled).

19. (currently amended) A computer-implemented method for creating an account for an account holder to view digital media content, the method comprising:
  - creating a record for a primary account to permit a primary account holder to view the digital media content;
  - obtaining demographic information about the primary account holder;
  - creating a sub-account linked to the primary account to permit a sub-account holder to view digital media content;
  - obtaining demographic information about the sub-account holder;
  - selecting a form of payment;
  - imposing restrictions to access the digital media content to at least one of the primary account and the sub-account;
  - providing an option for the primary account to control access of the digital media content by the primary account and the sub-account linked to the primary account;

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- assigning an Identifier to the primary account and the sub-account;  
grouping primary account holders and sub-account holders into at least one grouping of account holders, the account holders in the at least one grouping having at least one demographic characteristic in common; and  
making available the digital media content to the primary account based on the ~~demographic information grouping~~ of the primary account holder and making available the digital media content to the sub-account based on the ~~demographic information grouping~~ of the sub-account holder.
20. (previously presented) The method of claim 19, wherein said imposing restrictions includes imposing restrictions selectively among the primary account and the sub-account.
21. (previously presented) The method of claim 19, wherein said imposing restrictions on the sub-account is performed by the primary account holder.
- Claim 22 (cancelled).
23. (previously presented) The method of claim 19, wherein said imposing restrictions includes restricting the amount the primary account holder and the sub-account holder can spend.
24. (previously presented) The method of claim 19, wherein said imposing restrictions includes restricting the type of content accessible to the primary account holder and the sub-account holder.
25. (previously presented) The method of claim 19, wherein said imposing restrictions includes restricting the viewing times during which the primary account holder and the sub-account holder can view content.
26. (previously presented) The method of claim 19, wherein said imposing restrictions includes restricting the content accessible to the primary account holder and the sub-account holder based on a rating of the content.
27. (previously presented) The method of claim 19, further comprising generating a report of account activity.
- Claims 28-31 (cancelled).

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32. (previously presented) The system of claim 8, wherein said spending limit is imposed on a time-based value.
33. (previously presented) The system of claim 9, wherein the type of content is based on a genre of at least one of video and audio media.
34. (previously presented) The system of claim 7, wherein the digital media content is offered through a subscription service, the user of at least one of said main accounts and the user of at least one of said sub-accounts being a subscriber to said subscription service.
35. (previously presented) The system of claim 34, wherein said subscriber is a commercial entity.

Claims 36 and 37 (cancelled).